



# **DED Sustainable Initiatives Value Stream Mapping Event Report Out**

**Sustain-a-Team**  
October 11-15, 2010

# The Opportunity

Tim Waddell

# The “Sustain-a-Team”

Matt Rasmussen



# Team Members

**Matt Rasmussen**

<b>Team leader</b>	<b>Marcia Tope, DHS</b>
<b>Facilitator</b>	<b>Mike Rohlf-DED</b>
<b>Members</b>	<b>Kathy Bowermaster, Tourism</b>
	<b>Jeff Geerts, Community Development</b>
	<b>Stephanie Weisenbach, Community Develop.</b>
	<b>Jim Thompson, Downtown Resource Center</b>
	<b>Joe Bohlke, Disaster Recovery</b>
	<b>Pam Helfer, ICVS</b>
	<b>Mark Laurenzo, Marketing/Project Mgr.</b>
	<b>Matt Rasmussen, Brownfield/Recycling</b>
	<b>Jan Loyson, SB Environmental Liaison</b>
	<b>Sherry Timmins, Reg. Assist. Coordinator</b>
	<b>Kanan Kappelman, Communications</b>
	<b>Leslie Leager, Division Coordinator</b>
	<b>Shawna Lode, Tourism</b>
	<b>Marie Steenlage, City Development Board</b>



# Scope

Kanan

This event will identify the sustainable initiatives supported by the Department from the time we initiate an action, or receive a request for assistance, until the effort is implemented to enhance the overall internal coordination, communication and leveraging of resources.



# Objectives

Jeff G.

1. Understand department's motivators for sustainability
2. Inventory department sustainability initiatives
3. Identify evaluations and outcomes
4. Improve department-wide planning and collaboration
5. Enhance department-wide awareness and communication of initiatives



# Objectives cont.

Pam

6. Identify sustainable tools and resources needed for the department
7. Identify where gaps exist internally
8. Identify where overlaps exist internally
9. Benchmark similar initiatives taking place in Iowa state government
10. Develop an action plan to enhance communication, coordination and leveraging.

# Why Map the Value Stream?

Stephanie

- Value Stream Mapping is a method that assists a team in seeing and understanding the flow of both documents and information
- It delivers breakthrough opportunities across system processes that otherwise are difficult to see
- It helps you not only see waste and gaps, but more importantly the source of the waste



# Value Streams

Sherry



State of Iowa  
Continuous Improvement

# What did we see?

Jeff

- Heroics going on
- A lot of talent and institutional knowledge
- Lack of strategic priorities
- No strategic marketing plan – things just sprout out on own
- No alignment
- Shared/common customers, but routes to connect are not inter-related
- What are the measures/evaluations of effectiveness – How do we measure success
- No cumulative information from agency as a whole – maybe by area but not overall
- Are there areas that are not being served or are there areas we are serving that we shouldn't be?



# Brainstorming

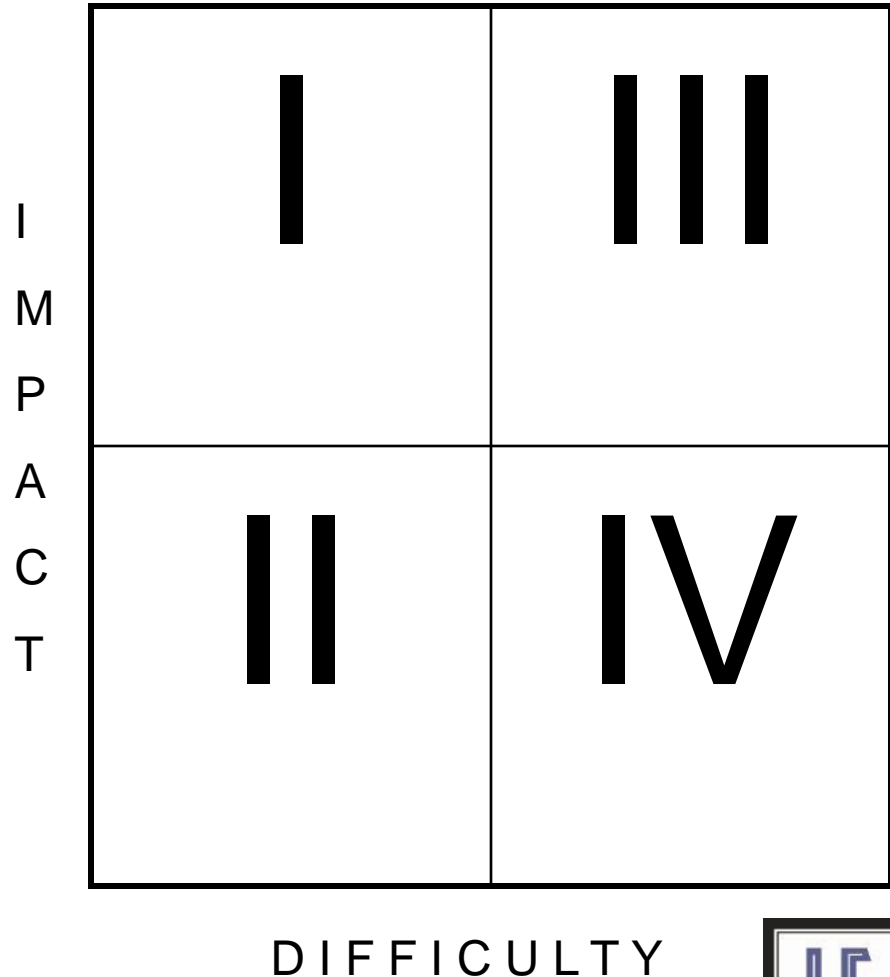
Jim

1. Inventory of entire department – programs/services
2. Align inventory with strategic plan
3. Agency wide marketing plan
4. Staff Development/Capacity Building
5. Inventory of staff skills
6. Databases – list serves, contact mgmt software

# De-selection Process

Marcia Tope

- Identifies
  - Impact to customer
  - Difficulty implementing
- Helps to rate/rank solutions to resolve issues while identifying ease of implementation



# Homework

## Mark

Item	Item Description	Person Responsible	Due Date
1	<b>Strategies/Priorities - Inventory IDED programs and initiatives (fully defining each)(use results of VSM)(make available on intranet)</b>	Kanan	Dec. 3
1a.	<b>Provide examples of success on inventory</b>	Kanan	Dec. 3
2	<b>Strategies/Priorities - Survey employees</b>	Jan	Dec. 3
3	<b>Strategies/Priorities- Identify strategic plan gaps – Gap analysis</b>	Jeff	March 18
4	<b>Strategies/Priorities - Match plan and initiative goals/deliverables- use teams across divisions-determine if rule changes needed based on gaps</b>	Jeff	March18
5	<b>Strategies/Priorities - Use strategic plan as guiding principle</b>	Jeff	Dec. 3
6	<b>Strategies/Priorities - Inform management on all initiatives</b>	Matt	Dec. 3
7	<b>Strategies/Priorities - Management provide staff training on priorities</b>	Sherry	March 18
8	<b>Strategic Planning - Case studies (success stories-ongoing)</b>	Stephanie	Oct. 14



# Team Member Experience

**Jim**

**Kanan**

# Comments

**Mike Rohlf-DED**

**We welcome your  
questions and comments!**

